

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Mansfield Downtown Partnership Offices
Thursday, February 10, 2011
5:00 pm**

MINUTES

Present: David Woods and Kristin Schwab

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to Order

David Woods called the meeting to order at 5:10 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from November 17, 2010

There was no quorum to vote on the Minutes.

4. Update on Storrs Center project including communications

Cynthia van Zelm reported that the Town of Mansfield Director of Planning had authorized the issuance of the zoning permit for Phases 1A and 1B of Storrs Center earlier in the day. She noted that obtaining the permit is a critical step in the creation of the new downtown.

Ms. van Zelm then reviewed some preliminary plans for communications as construction begins. She said that it will be important to keep the businesses and neighbors informed throughout the process.

Kristin Schwab suggested meeting with the Dog Lane and Willowbrook Road neighborhoods in person. She asked for clarification regarding whether construction vehicles will be prohibited from traveling on Willowbrook Road.

Ms. van Zelm will look into this question.

Ms. Schwab suggested taking panoramic “before” photos of the construction site and looking into the possibility of a live web cam showing the site.

Ms. van Zelm will follow-up with UConn regarding the process the used for placing a web cam to view the construction of the new academic building.

Kathleen Paterson said she would like to set a time to take the photos with Ms. Schwab and maybe some other Partnership members who are skilled photographers.

5. Discuss spring newsletter

Ms. Paterson reported that the newsletter is scheduled to appear in the Chronicle on Tuesday, April 5, so she will need to submit the materials prior to the next Advertising and Promotion Committee meeting. She asked the group for any suggestions of stories to include.

Ms. Schwab suggested including information on the intermodal transportation center.

Dean Woods suggested a story on the *Festival on the Green* and the School of Fine Arts weekend events.

Ms. Schwab said she would also like to see some of the new elevations in the newsletter.

6. Adjourn

The meeting adjourned at 6:00 pm.

Minutes prepared by Kathleen M. Paterson